**In the Claims:**

Please amend the claims as follows:

**CLAIMS:**

1. Cancelled.
2. Cancelled.
3. Cancelled.
4. Cancelled.
5. Cancelled.
6. Cancelled.
7. Cancelled.
8. Cancelled.
9. Cancelled.
10. Cancelled.
11. Cancelled.
12. Cancelled.
13. Cancelled.
14. Cancelled.
15. Cancelled.
16. Cancelled.
17. Cancelled.
18. Cancelled.
19. Cancelled.

20. (Currently Amended) A ~~method~~ process for ~~refilling~~ filling a ~~water treatment dispensing apparatus~~ chemical holding dispenser according to claim ~~19~~ 26, wherein in ~~the water treatment dispensing apparatus comprises a dispenser head member and a chemical holding container for holding chemical, and the~~ step ~~of operatively associating the improved packaging means containing water treatment product with the dispensing apparatus comprise positioning~~ d) the flexible container is placed in communication with the holding dispenser by associating an opening in the packaging container with an opening in the chemical holding ~~of a~~ dispenser.

21. (Currently Amended) A ~~method~~ process for ~~refilling~~ filling a ~~water treatment dispensing apparatus~~ holding dispenser according to claim ~~19~~ 20, wherein the opening in the packaging container is directly associated ~~directly~~ with ~~an~~ the opening ~~to~~ in the chemical holding ~~container~~ dispenser.

22. (Currently Amended) A ~~method~~ process for ~~refilling~~ filling a ~~water treatment dispensing apparatus~~ holding dispenser according to claim ~~19~~ 20, wherein the opening in the packaging container is indirectly associated with the opening in the chemical holding ~~container via a tube, the tube provided with connectors at at least one end thereof in order to attach the tube to the packaging means and/or the chemical holding container~~ dispenser.

23. (Currently Amended) A ~~method~~ process for ~~refilling~~ filling a ~~water treatment dispensing apparatus~~ holding dispenser according to claim ~~19~~ 22, wherein ~~a first~~ one end of ~~the~~ a tube is ~~attachable~~ permanently attached to the opening in the chemical holding ~~container using a threaded connector~~ dispenser and ~~a second~~ the other end of the tube is ~~left bare to be forced into a correspondingly-sized opening in the packaging means and maintained there by an interference type fit~~ removably engaged with the flexible container.

24. Cancelled.

25. (Currently Amended) A ~~method~~ process for ~~refilling~~ filling a ~~water treatment dispensing apparatus~~ chemical holding dispenser according to claim ~~19~~ 28, wherein in step b) the ~~chemical dispenser~~ dispensing apparatus is further associated with a venting assembly ~~allowing the refilling of the chemical holding container without a build-up of~~ for maintaining the pressure level within the chemical

holding ~~container~~ dispenser, and the process further comprises a step of opening the venting assembly ~~being opened~~ after ~~the attachment~~ placement of the ~~packaging~~ flexible container in step d) to allow the ~~entry of the water treatment product to displace~~ displacement of fluid from the chemical holding ~~container to maintain~~ dispenser while maintaining the pressure therein.

26. (New) A process for filling a chemical holding dispenser associated with a dispensing apparatus for a fluid treatment chemical comprising:

a) providing a fluid flow system capable of carrying a fluid flow stream;

b) operatively associating the dispensing apparatus with the fluid flow system for direct or indirect fluid communication between the holding dispenser and a flow stream;

c) providing a deformable flexible packaging container containing a gel having a viscosity of at least 2000 centipoises and comprising a fluid treatment chemical as an active ingredient;

d) placing the flexible container in direct or indirect fluid communication with the chemical holding dispenser; and

e) deforming the flexible container with a human-generated force sufficient to expel the gel into the holding dispenser to fill or refill the dispenser.

27. (New) A process for treating a fluid flow stream with a fluid treatment chemical, comprising:

a) providing a dispensing apparatus including a chemical holding dispenser for the fluid treatment chemical;

b) operatively associating the dispensing apparatus with a fluid flow system capable of carrying a flow stream, for direct or indirect fluid communication between a system flow stream and the holding dispenser;

c) providing a deformable flexible packaging container containing a gel having a viscosity of at least 2000 centipoises and comprising a fluid treatment chemical as an active ingredient;

d) placing the flexible container in direct or indirect fluid communication with the chemical holding dispenser;

e) deforming the flexible container with a human-generated force sufficient to expel the gel into the holding dispenser to fill or refill the container;

f) initiating a flow stream through the system and diverting a portion of the stream through the dispensing apparatus and the gel-filled holding dispenser, so that the gel is admixed into the flow stream to produce a chemically treated fluid in the system downstream of the apparatus.

28. (New) The process of claim 27, wherein the fluid flow system is a pressurized water system, and the fluid treatment chemical is an antiscaling agent or an anticorrosive.

29. (New) The process of claim 26, wherein the fluid treatment chemical is an antiscaling agent or an anticorrosive.

30. (New) The process of claim 28, wherein the fluid treatment chemical is at least one of an orthophosphate, polyphosphate, or silicate.

31. (New) The process of claim 29, wherein the fluid treatment chemical is at least one of an orthophosphate, polyphosphate, or silicate.

32. (New) The process of claim 26, wherein the dispensing apparatus is a point-of-use apparatus.

33. (New) The process of claim 27, wherein the dispensing apparatus is a point-of-use apparatus.

34. (New) The process of claim 26, wherein the dispensing apparatus is a bypass or flow-through apparatus.

35. (New) The process of claim 27, wherein the dispensing apparatus is a bypass or flow-through apparatus.

36. (New) The process of claim 26, wherein the fluid is water.

37. (New) The process of claim 27, wherein the fluid is water.

38. (New) The process of claim 26, wherein the force is applied by squeezing.

39. (New) The process of claim 27, wherein the force is applied by squeezing.

40. (New) The process of claim 38, wherein the flexible packaging container is a flexible tube having a base for supporting the tube in an upright position.

41. (New) The process of claim 39, wherein the flexible packaging container is a flexible tube having a base for supporting the tube in an upright position.

42. (New) The process of claim 40, wherein the squeezing force applied to the flexible tube is a roll-up squeezing force.

43. (New) The process of claim 41, wherein the squeezing force applied to the flexible tube is a roll-up squeezing force.

44. (New) The process of claim 42, wherein the tube is squeezed with a roll-up tool.

45. (New) The process of claim 43, wherein the tube is squeezed with a roll-up tool.